

# The Carton Council's Carton Recycling Access Campaign

A presentation for Erie County, PA
June 2016



#### What are cartons?



LIGHTWEIGHT, **SUSTAINABLE** packages for REFRIGERATED and SHELF STABLE food and beverage products.





## Who is the Carton Council?





A group of carton manufacturers united to deliver long term, collaborative solutions to divert valuable cartons from the landfill.













#### Cartons contain valuable materials

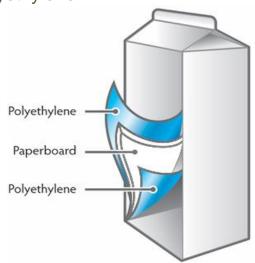


Made with 100% virgin fibers, cartons contain some of the best fiber still in the waste stream.

#### Refrigerated "gable top" cartons

80% paper

20% polyethylene

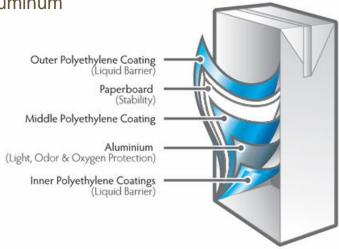


#### Shelf-stable "aseptic" cartons

74% paper

22% polyethylene

4% aluminum



Cartons are **not** wax coated



## **Cartons are Recyclable**



#### CARTON RECYCLING IS STANDARD PRACTICE GLOBALLY

- Cartons recycled in US for more than 2 decades
- Carton recycling is already available to more than half of US residents

Over 140 mills taking cartons worldwide





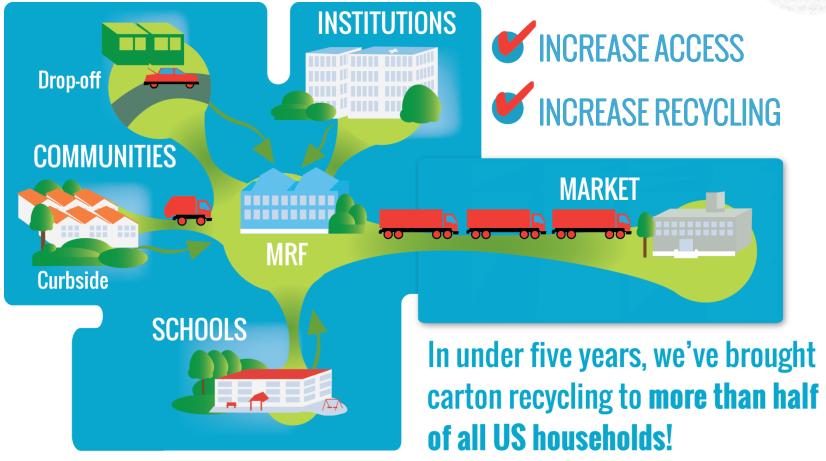
## **How Carton Council Achieves** its Goals





## **Our Goals & Outcomes**



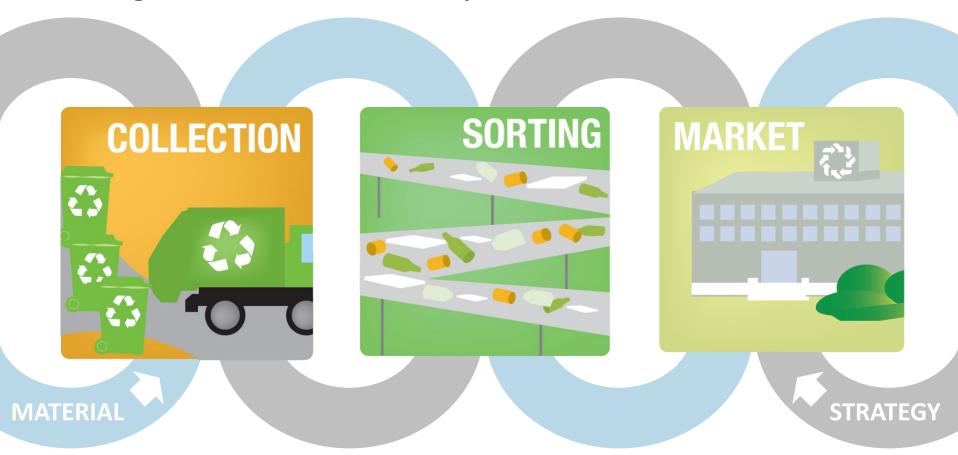




## Target the Recycling Supply Chain



Our goal: Build carton recovery





## **Work Backwards from End Markets**



Build sustainable markets

Develop awareness and participation



Create sustainable infrastructure



## Successes to Date

As of January 2016





## **Steady Progress since 2008**







### 300% Increase in Carton Recycling Access







#### 2008-Before Campaign:

- Carton recycling programs in 24 states
- 18% of U.S. households had access to carton recycling

#### **Today:**

- Carton recycling programs in 48 states
- 58% of U.S. households have access to carton recycling

## Cartons now recycled across the US





80 of the 100 largest U.S. cities have access to carton recycling.

67.2 million U.S. households can now recycle cartons in their communities.

Every month, more carton recycling programs are being added in schools, cities, towns, and counties across the country.

## **Visibility = More Recovery**



More access brings a better recycling message on cartons

Pre 2010

No Message

2010 - present
Between 30-60% access



Coming Soon
Over 60% access





## A Look Inside the Carton Campaign in Pennsylvania







Build Sustainable Markets

























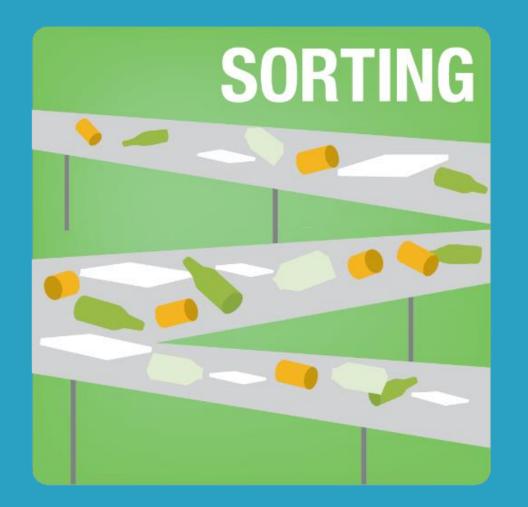
Great Lakes
Tissue Company

## Step 1

## Build Sustainable Markets







Create Sustainable Infrastructure







Develop
Consumer
Awareness and
Participation







## Develop Consumer Awareness and Participation







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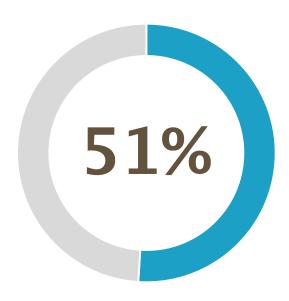
## Pennsylvania Carton Recycling Access





5,018,904

households in PA



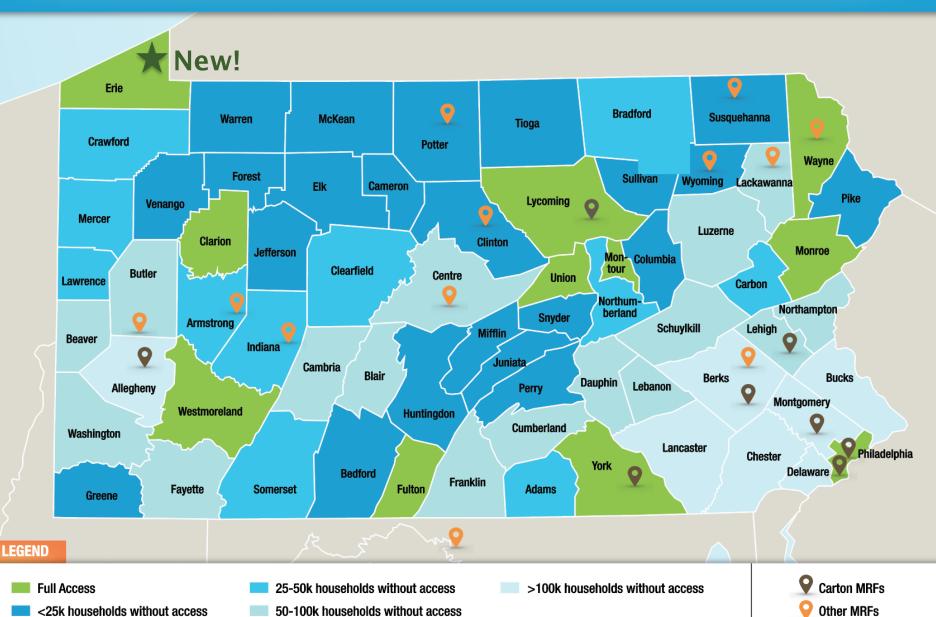
households in PA with carton recycling access



## CARTON RECYCLING IN PENNSYLVANIA

<25k households without access





50-100k households without access

## **Carton Access in Erie County**







#### **RECYCLE OFTEN:**



**Metal Cans** 

Steel, tin & aluminum soda, vegetable, fruit & tuna cans



Paper Cardboard, Dairy & Juice Containers



Plastic Bottles & Containers #1-5 & 7



Flattened Cardboard & Paperboard



**Paper** 

Brown paper bags, non-confidential office paper, newspaper, magazines



**Glass Bottles & Jars** 





#### Stay in touch....

Have a question, call the Carton Council at 1-855-7-CARTON

Visit RecycleCartons.com CartonOpportunities.org







**TOOLS RESOURCES GRAPHICS** 



**FACTS** WHITE PAPERS **SUPPORT** 



## Thank You!

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